



2021 has breezed past us in the blink of an eye. We are sure many of us have created memories for the year, be they memories that we cherish, or ones that we would rather forget. Here in Business Analytics (BA), we have had the joy of welcoming a new batch of freshmen into our community and we, like every other SUSS student, have experienced major changes to our academic lives in the form of online learning and proctored exams. However, through these unprecedented times, we are able to witness first-hand the power of technology and data, and how these can be harnessed to bolster learning and academic pursuits. In this issue, we look back on the fond memories 2021 held for us in BA, and the amazing things that we have planned for 2022.

The new year issue

What happened in BA in 2021?

What can we look forward to in 2022?



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continued from previous page

Looking back... 2021

Event 1: Industrial talk with Mr. Daniel Koh and Mr. Cliff Chew

The industrial talk held in July 2021 welcomed two experts from the analytics industry, Mr. Daniel Koh, and Mr. Cliff Chew. They shared with us the analytics applications in the healthcare and retail sectors.

Mr Daniel Koh is a Health Informatics Manager at the National University Polyclinics (NUP) with over 20 years of experience in the field. He shared with us that while hard skills such as programming and data visualisation are undoubtedly essential in the field of analytics, soft skills like the ability to interpret and present results well are extremely valuable and highly sought after. Mr. Koh remarked: "It is about soft skills. Even in my previous roles, when I worked with C-level executives (CEO, CFO), one thing that I noticed is that they are always looking for a solution. A solution that allows them to progress. A solution that addresses a problem. So, it is my job as a data scientist to bring them that solution and show them how it is backed by data."

On the other hand, Mr. Cliff Chew is a trainer and data consultant at several tech and retail companies, including local brands such as Grab and Carousell. Mr. Chew advised students to be fluid in the practice and applications of data analysis techniques because companies require different types of data extraction to fit their specific industries. "I think there are some standard playbooks like predicting churn or doing market segmentation, but I think it is always important to be mindful of the industry itself," he added.



BIZ ANALYTICS

SUSS BAIG Industry Talk

Mr. Daniel Koh
Health Informatics Manager,
National University Polyclinics

Have you ever wondered about how analytics can be applied to the healthcare sector? Come find out as we sit down with Mr. Daniel Koh, who currently leads a team of analysts and statisticians in the areas of reporting, data science and analytics. Register to find out more!

17th June 2021
7.30pm | Virtual Zoom Call

 Sign up Now!



BIZ ANALYTICS

SUSS BAIG Industry Talk

Mr. Cliff Chew
Data Consultant and Trainer,
Self-employed

From working at locally-built unicorns (Carousell and Grab) to advising companies on their data analytics processes and helping develop professionals who are keen to join the data science industry, come sit down with Mr. Cliff Chew as he shares more about why he decided to blaze his own path. Register now!

Tuesday, 13th July 2021
8.00pm | Virtual Zoom Call

 Sign up Now!

continued from previous page

Event 2: Data Visualisation Challenge

The Business Analytics Interest Group (BAIG) also organised the inaugural Data Visualisation Challenge 2021 utilising Python during the year-end semester break.

Python programming has become a commonly used language for analytics, and one of the main skills required in the workplace beyond the gates of SUSS. This challenge included a Python Basics workshop targeted at participants with no or little experience in Python. Subsequently, participants applied their acquired Python knowledge to solve business problems through the use of a dashboard using Python. Additionally, this challenge provided an avenue for participants to work as a team and make new friends.

2021 served as the pilot year for the data visualisation challenge, and given its roaring success, let us keep our eyes peeled for the next iteration, and of course, for the accompanying attractive prizes too!



continued from previous page

Moving Forward... 2022

Industrial talk with Ms Seah Pei Rong of Govtech

This year, we are happy to invite Ms. Seah Pei Rong to share with us her experience of working in GovTech.

Ms. Seah graduated with a Bachelor's Degree in Statistics and Applied Probability from NUS and completed a Master's Degree of IT in Business from SMU, specialising in Business Analytics. With over nine years of experience in various companies working in the Business Analytics field, she has picked up various skills and expertise in areas such as SAS programming and the use of the Tableau (a data visualisation tool).

While Ms. Seah may not have entered the industry with all the technical skills required, through sheer determination and her penchant for problem-solving, she is now at the forefront of digital transformation in Singapore. If we aspire towards a career in GovTech and are keen to know how to carve out a niche for ourselves in the Business Analytics industry, we can look forward to this event and explore the endless opportunities that GovTech has to offer!

SUSS BIZ ANALYTICS

SUSS BAIG Industry Talk

Ms. Seah Pei Rong

Business Analyst and Trainer,
GovTech

Miss Pei Rong may not have entered the industry with all the technical skills required, but through sheer determination and her penchant for problem-solving, she is now at the forefront of digital transformation in Singapore! Come sit down with us and find out more about how you too can carve out a niche for yourself in this field.



continued from previous page

Engaging the BA Freshmen through an orientation camp for the BA cohort (if COVID Restriction permits)

The COVID-19 pandemic has undoubtedly affected our lives in more than one way. It has reduced our social interactions greatly and has affected the way we have conducted our Orientation Programme for the BA Freshmen for the past two years. However, as we gradually move to the new norm, we hope to organise an Orientation Camp for the BA cohort to celebrate the start of a new academic year.

For this orientation camp we can look forward to bonding with our fellow peers and seniors in the BAIG community. As seniors in the BA community, we can also look forward to inducting the BA Freshmen into the wider community, making them feel welcomed into SUSS. Do volunteer and sign up for the Orientation activities when the opportunity arises! Take this as a chance in boosting our leadership capabilities and to network with our freshmen peers. Similarly, freshmen can look forward to hearing from the seniors about their experiences in SUSS and BAIG. Take this opportunity to reach out to the seniors to clarify any queries.

We look forward to welcoming our SUSS BA Class of 2022 in July and we hope to see all of us join our Orientation Camp!



continued from previous page

2021 has definitely been an unprecedented time for all of us, with the ongoing pandemic compelling us to make significant changes to our daily routines. In this issue, we would like to leave us all with a quote taken from the Winnie the Pooh series: “We did not know we were making memories; we just knew that we were having fun”.

See you all in 2022, and hope you start the year off on the right foot!

